

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

D. Remarks

Claim 1 has been amended to recite "a home page sending service that sends home page data for the home page of each franchise store... including information from the merchandise 5 information memory data that enables the home page of each franchise store to include goods not available at the franchise store but available at the headquarter...".

The newly underlined limitations recite material that is not nonfunctional descriptive material as it is utilized by the home page sending service. Further, such limitations are believed to be nonobvious in light of the cited references.

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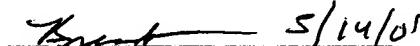
Claim 10 recites that the home page creation system "provides a home page... for the franchise store and goods information from the goods master data base that includes information for goods not available at the particular franchise store but available at the headquarter...".

As the case of claim 1, the new limitations shown by underlining are not nonfunctional 15 descriptive material, and are nonobvious in light of cited references.

The claims 1 and 10 have been amended. The present claims are believed to be in allowable form. It is respectfully requested that the application be forwarded for allowance and issue.

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Respectfully Submitted,

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